



Point of Trade Co.
CLOUD · CONNECTIVITY · KUWAIT

COMPANY PROFILE · 2026

We don't rent the cloud. We **are** the cloud.

A vertically integrated cloud & connectivity company operating its own network and datacenter in Kuwait — engineering low-latency, enterprise-grade infrastructure for businesses across the Gulf and beyond.

HEADQUARTERS

Kuwait

SERVICE LINES

Six, integrated

OPERATING SINCE

2023

INTELLIGENCE

Zeta AI

Infrastructure we own, end to end.

po-trade.com · po-trade.co

— WHO WE ARE

A provider, not a middleman

Point of Trade Co. is a vertically integrated cloud and connectivity company. We own our network, our hardware and our support — so the businesses we serve get performance and accountability that resellers simply can't match.

100% Network we own end-to-end	1 Operated datacenter in Kuwait	6 Integrated service lines	24/7 Monitoring & support
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MESSAGE FROM OUR CEO

At Point of Trade, we believe technology should quietly move business forward — with reliability you never have to think about, and service you can always count on.

Our purpose is simple: to earn our clients' trust every day, and to raise the standard of what a technology partner in our region can be. We measure our success not by what we build, but by the confidence our clients place in us.

As we grow across the Gulf and onto the global stage, we stay true to the values that started us — integrity, excellence, and genuine partnership. Wherever your ambitions take you, we would be honored to grow alongside you.



Zaid Saleh Al-Shawaf

Chief Executive Officer · Point of Trade Co.

— WHAT WE DELIVER

Six service lines, one owned backbone

Every service runs on hardware we own and a network we route ourselves — so performance, security and accountability stay under one roof.



Cloud Servers

Dedicated compute with ECC memory, NVMe storage, live monitoring and an always-on console — built for production workloads.

COMPUTE



AI Workflow Automation

Managed automation that connects your tools and removes manual work, with Zeta guidance built in.

AUTOMATION



Game Servers

Latency-optimized hosting across 40+ titles with instant deploy, full control and regional routing.

GAMING



VPN & Secure Connectivity

Modern encrypted tunnels with split-tunnel precision and smart routing for private, low-latency access.

SECURITY



Web Hosting

Managed hosting with redundant power, daily backups and hardened, monitored security on our own infrastructure.

HOSTING



Cloud Office

Files, email, contacts and documents in one integrated, privacy-respecting workspace.

PRODUCTIVITY

— INFRASTRUCTURE & PERFORMANCE

Our own network. Your performance advantage.

We don't resell someone else's cloud. We operate our own network and datacenter — with direct regional peering, carrier-diverse Tier-1 transit and AI-optimized routing.



- ✓ Our own network & datacenter in Kuwait
- ✓ Direct peering at the Kuwait Internet Exchange
- ✓ Carrier-diverse Tier-1 transit · dual-stack IPv4/IPv6
- ✓ Next-gen firewall · active DDoS mitigation
- ✓ Redundant power · symmetrical bandwidth · 24/7 NOC

— LOW LATENCY ACROSS THE GCC

MANAMA	DOHA	ABU DHABI	DUBAI	RIYADH
9ms	11ms	16ms	17ms	19ms

— THE INTELLIGENCE LAYER

Meet Zeta

Zeta is our AI, woven through every service — not a bolt-on chatbot. It optimizes performance, assists your team in plain language, and always asks before it acts.

AI that works quietly in the background

From real-time routing to plain-language help, Zeta makes the platform faster and easier — with you always in control.

- ✓ Real-time smart routing & automatic failover
- ✓ Build & automate from plain-language prompts
- ✓ Crash detection & log analysis for game servers
- ✓ Approval-gated — it never acts without your OK

— WHY POINT OF TRADE

We own the stack

Network, datacenter and platform under one roof — fewer hops, fewer excuses.

Regional low latency

A Kuwait core built for the Gulf — single-digit to low-double-digit milliseconds across the GCC.

Human, regional support

Real engineers on Gulf hours — fast answers and real accountability.

Transparent by default

We put architecture and pricing in writing, and we stand behind it.

— HOW WE ENGAGE

From first call to optimized infrastructure

1

Consult

We map your workloads, traffic and goals — no jargon, no pressure.

2

Design

A tailored architecture and proposal sized to your performance and budget.

3

Deploy

Zero-touch provisioning on our owned network, with migration support.

4

Optimize

Continuous monitoring and Zeta-driven tuning keep you fast as you grow.

— GET IN TOUCH



Email

support@po-trade.com



Headquarters

Hawalli, Kuwait



Web

po-trade.com · po-trade.co



Hours

Sun–Thu · 9:00–18:00 (AST)

Let's build your infrastructure advantage.

Tell us what you're running. We'll design the network, compute and support to move it faster — and put it in writing.

[Request a proposal → po-trade.co/contact](https://po-trade.co/contact)